

REMARKS/ARGUMENTS

In the response dated November 9, 2004, number 324 was inadvertently skipped in numbering the claims. There thus is no claim 324.

Prior to the next Office Action, counsel requests a telephone interview with the Examiner and her supervisor to discuss the patentability of the independent claims.

In further response to the Final Office Action dated November 9, 2004, and supplemental to the Amendment filed on November 30, 2004, Applicants have added new claims 352-362, amended independent claims 315, 328 and 337 to delete limitations not required by the prior art and correspondingly amended dependent claims 319, 323, 325, 333, 334, 342 and 343.

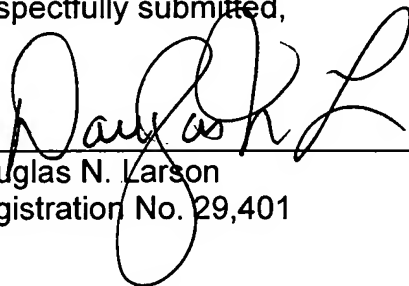
Claim 352 includes, inter alia, a round label support surface. Hummell (U.S. Patent No. 6,660,113), in contrast, is for applying a non-circular label.

It is noted that Hummell elements 36, 38 are not a centering ring as Applicants have claimed. Rather, they are used to align straight edges of business card shaped disks.

If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is respectfully requested to call Applicants' undersigned counsel at (213) 689-5142 to discuss the steps necessary for placing the application in condition for allowance.

The Commissioner is hereby authorized to charge any additional fees which may be required, or credit any overpayment to Deposit Account No. 07-1853. Should such additional fees be associated with an extension of time, Applicants respectfully request that this paper be considered a petition therefor.

Respectfully submitted,



Douglas N. Larson
Registration No. 29,401

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SQUIRE SANDERS & DEMPSEY, L.L.P.
801 S. Figueroa, 14th Floor
Los Angeles, CA 90017
Telephone: (213) 624-2500
Facsimile: (310) 623-4581